

ABSTRACT

The disclosed methods and apparatus relate generally to the
electronics media industry, such as cable television (CATV), home
shopping services, on-line computer services and computer memory
applications. These methods and apparatus allow a user to access
and make use of electronic media input and output devices by
reference to and/or utilization of standard printed matter, such
as magazines, textbooks, or any other printed matter that can be
correlated to electronic media.